



ÖkoKauf Wien : EPSA2011138

*Submitted by City of Vienna,
Department for environmental protection – MA22*



Strengths of the project (I)



- The program is one of the **forerunners** in green procurement and its sheer size is something without much comparison. It has developed about 100 product catalogues for supply, construction and other services regularly procured in the City of Vienna.
- The project is a hotbed of **innovation**, with new product groups being constantly added over time. It is already the source of best practices and influences the evolution of green procurement at EU level.
- **Sustainability** based on cost savings and the fact that it is so large, comprehensive and well publicised.
- The project initiated their own market research before the introduction of certain standards in order to see whether the market is ready for the demand.



Strengths of the project (II)



- Significant financial and environmental **impact**: It has been estimated that the program has saved about 17 million Euros and 30,000 t of CO2 emissions per year
- Demonstrates that green products don't need to cost more and educating suppliers are important results alongside the contribution to a greener environment.
- There are a number of initiatives that may be **transferable** to other administrations. Examples include the purchase of organic food, the use of micro-fiber cloths, the use of waste paper, the ecological construction, etc.
- Public procurement practitioners of all parts of the administration are heavily involved in working groups and are developing product categories and product groups with green criteria. Okokauf is not a top down process, which is a key factor in its success and has lead to widespread acceptance.

